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# Press Release Distribution Report

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# Distribution Report

## Matteus Ribeiro Leads OBN Capital's Marketing Wing Expansion into Private Aviation

Date Submitted: 2026-03-11

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# Your Submitted Press Release

**Brazil, 14th Mar 2026 - OBN Digital, the marketing powerhouse behind financial giant OBN Capital, is expanding into private aviation. The move comes just as the sector prepares for a forecasted \$41 billion market surge by 2030.**

The private aviation industry is entering a period of unprecedented transformation. With global market valuations projected to climb from \$29.87 billion in 2025 to \$31.9 billion this year, the sector is becoming an increasingly attractive arena for cross-industry diversification. Yet, the real story isn't just about the numbers. It's about who is entering the space and how they are changing the rules of engagement.

Leading that charge is **OBN Capital**, which has officially announced the expansion of its marketing arm, **OBN Digital**, into the private aviation sector. The move signals a strategic pivot for the brand, leveraging its financial expertise to capture high-net-worth clients in the skies, while simultaneously reshaping the infrastructure of executive travel in Latin America.

## The Strategy Behind the Skies

At the helm of this expansion is CEO **Matteus Ribeiro**, who has been instrumental in steering OBN Capital's growth across multiple asset classes. Under his leadership, the firm has consistently identified convergence points between finance and lifestyle. According to Ribeiro, the decision to enter aviation was driven by data highlighting the convergence of luxury travel and corporate mobility.

"Marketing in the financial sector has always been about selling trust and exclusivity," said Ribeiro. "OBN Digital is applying those same principles to private aviation. We aren't just moving aircraft. We are moving the lifestyle and business needs of ultra-high-net-worth individuals. Our clients expect the same level of precision from their travel as they do from their investment portfolios."

Leading the charge on the ground, or rather, in the air, is **Davi Oliveira**, who has been appointed as the General Governor of the Marketing Division for the new aviation venture. Oliveira's mandate is to bridge the gap between traditional finance marketing and the experiential nature of private flight.

"Private flyers aren't just passengers. They are investors in time efficiency," Oliveira explained. "Our marketing approach will treat every charter not as a transaction, but as a touchpoint in a broader financial relationship. Whether it's a fractional ownership campaign or a luxury empty-leg promotion, we are telling the story of access. We are curating an experience that begins the moment a client considers a trip and continues long after they've landed."

Oliveira's team is already developing integrated campaigns that target C-suite executives and family offices, emphasizing the value of "dead time" recovery. These are the hours saved by avoiding commercial travel that can be reinvested into business or family.

## A New Hub at Catarina Aeroporto Executivo

A cornerstone of this expansion is OBN Capital's deepening relationship with **Catarina Aeroporto Executivo**. Located in São Roque, just 45 minutes outside São Paulo, Catarina is Brazil's first international airport dedicated exclusively to executive aviation. Operated by luxury developer JHSF, the facility operates 24 hours a day and features a runway longer than São Paulo's Congonhas. It is capable of handling large-cabin global jets like the Gulfstream G650 and Bombardier Global 7500.

But Catarina is more than just a runway. It is a luxury ecosystem. Situated within the sprawling Fazenda Boa Vista development, the airport offers passengers immediate access to high-end hotels, golf courses, and exclusive residential communities. This synergy between travel and destination makes it an ideal hub for the modern private flyer.

OBN Capital has played a pivotal role in transforming the airport into an international gateway. Sources confirm that the firm has acted as a strategic facilitator, bringing **foreign big private chartering companies to own their own hangars at the airport**. This strategy effectively creates a "fly-in" ecosystem where international operators can establish a physical base in Brazil's wealthiest market without navigating complex local logistics alone.

This infrastructure play is critical. As commercial congestion at Guarulhos and Congonhas pushes private traffic outward, Catarina is positioning itself as the premier alternative. With private aviation traffic in Brazil expected to grow by over 5 percent annually, having dedicated hangar space is no longer a luxury. It is a competitive necessity. By helping international giants secure their own facilities, OBN Capital is effectively future-proofing their access to the Latin American market.

## The Convergence of Marketing and Finance

The aviation industry is seeing a seismic shift in customer behavior. Established corporate clients are becoming more cost-conscious, while new entrants, particularly from high-growth fintech, crypto, and tech sectors, are exploring charter solutions for the first time. These new demographics don't just want a seat on a plane. They want brand alignment, sustainability options, and seamless digital booking experiences.

This is where OBN Digital's expertise becomes invaluable. By integrating private aviation into its portfolio, OBN Digital can now offer financial clients a seamless transition from wealth management to wealth lifestyle. Imagine a hedge fund manager reviewing their quarterly performance with OBN Capital while their OBN Digital coordinated private jet, operated by a partner like **VistaJet**, waits on the tarmac at Catarina. The journey becomes an extension of the boardroom.

"We are seeing a blurring of lines between corporate travel and personal luxury," added Oliveira. "A client might fly commercially for business but privately for a family vacation. Our job is to capture that entire spectrum and provide solutions that feel bespoke, not transactional."

## **The Bigger Picture: An Ecosystem in the Making**

The expansion reflects a broader trend of consolidation in the luxury travel space. Just as Wheels Up has integrated global charter solutions and strategic partnerships to create a seamless customer journey, OBN Digital is building an ecosystem where finance meets flight. But OBN's approach is distinct. Rather than owning aircraft, they are owning the relationship. By controlling the marketing and client acquisition for international operators based at Catarina, they become the gatekeepers of an exclusive audience.

For Matteus Ribeiro and Davi Oliveira, the message is clear. In the new economy, how a client travels is just as important as how they invest. With a foothold at Catarina Aeroporto Executivo and a pipeline of international hangar tenants, OBN Digital is not just entering the aviation market. It is helping to build its infrastructure for the next decade. As the private aviation sector continues its ascent, OBN Capital is positioning itself not merely as a participant, but as an architect of the industry's future.

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